

Application No. 10/533,753

**RECEIVED  
CENTRAL FAX CENTER**

NOV 12 2008

**IN THE CLAIMS:**

1. (Previously Presented) A method of providing a recommendation of content to a user, the method comprising the steps of:

determining a user preference profile;

detecting a content item interest;

determining that the content item interest does not correspond to the user preference profile;

determining a temporary user preference profile in response to the content item interest not corresponding to the user preference profile;

recommending a number of preference content items associated with the temporary user preference profile;

determining user preference values of the recommended content items, wherein the number of recommended content items depends on the determined user preference values; and

depending on the determined user preference values, modifying the user preference profile to reflect the temporary user preference profile.

2. (Cancelled)

3. (Cancelled)

4. (Cancelled)

5. (Cancelled)

6. (Cancelled)

7. (Cancelled)

Application No. 10/533,753

8. (Previously Presented) A method as claimed in claim 1, wherein the modification of the user preference profile is realized by including a user preference profile addition.
9. (Original) A method as claimed in claim 8, wherein the user preference profile addition is temporary.
10. (Cancelled)
11. (Original) A method as claimed in claim 1, wherein the content item interest is detected from a detection of a user selection of a content item.
12. (Original) A method as claimed in claim 11, further comprising the step of recommending the content item for initial selection.
13. (Previously Presented) A method as claimed in claim 12, wherein the recommendation of the content item is in response to an increase of preference values of other users for content items associated with the content item.
14. (Original) A method as claimed in claim 1, further comprising the step of receiving topic interest information from an external source and wherein the content item interest is detected in response to the topic interest information.
15. (Previously Presented) A method as claimed in claim 14, wherein the external source comprises at least one source chosen from the group of:
  - a. newspapers;
  - b. websites; and
  - c. broadcast sources.
16. (Cancelled)

Application No. 10/533,753

17. (Previously Presented) A recommender for providing a recommendation of content to a user, the recommender comprising:
- a recommender processor for determining a user preference profile;
  - a user interface controller for detecting a content item interest after receiving a selection of multiple content items;
  - wherein the recommender processor is operable to:
    - determine that the content item interest does not correspond to the user preference profile;
    - determine a temporary user preference profile in response to the content item interest failing to correspond to the user preference profile;
    - recommend a number of preference content items associated with the temporary user preference profile;
    - determine that other content items associated with the temporary user preference profile achieve high user preference values, wherein the number of recommended content items is determined in dependence on the determined user preference values; and
    - modify the user preference profile to reflect the temporary user preference profile.
18. (Original) A private video recorder comprising a recommender as claimed in claim 17.
19. (Previously Presented) The method of claim 1 wherein the number of recommended content items depends on a selection rate of the recommended content items.
20. (Previously Presented) The method of claim 1 wherein the number of recommended content items depends on the user's rating of a recommended content item.
21. (Previously Presented) The method of claim 1 wherein the number of recommended content items depends on a selection rate of the recommended content items and the user's rating of the selected content items.

Application No. 10/533,753

22. (Previously Presented) The method of claim 1 including recommending a relatively greater number of content items if the determined preference values are relatively conclusive of an interest in or a disinterest in the recommended content items and a relatively lower number of content items if the determined preferences values are relatively inconclusive of an interest in or a disinterest in the recommended content items.

23. (Previously Presented) The method of claim 1 wherein the content interest belongs to a first category and a second category and recommending includes recommending a first content item that belongs to the first category and a second content item that belongs to the second category, determining includes determining user preference values for the first and second content items, wherein the method includes updating the temporary user preference profile to reflect the user preferences for the first and second content items.

24. (Previously Presented) A computer readable storage medium containing instructions which, when executed by a processor, cause the processor to carry out a method that includes:

- determining a user preference profile;
- detecting a content item interest;
- determining that the content item interest does not correspond to the user preference profile;
- determining a temporary user preference profile in response to the content item interest not corresponding to the user preference profile;
- recommending a number of content items associated with the temporary user preference profile;
- determining user preference values for the recommended content items;
- using the determined user preference values to generate a preference value for the temporary user preference profile;
- depending on the generated preference value, modifying the user preference profile to reflect the temporary user preference profile.

Application No. 10/533,753

25. (Previously Presented) The computer readable storage medium of claim 24 including determining the number of recommended content items in dependence on the user's interest in the recommended content items.

26. (Previously Presented) The computer readable storage medium of claim 24 including receiving topic interest information from a website, and wherein the content item interest is detected in response to the topic interest information.